**Marketing Strategy & Plan ~ Chapter Nine Recap**

A – Attribute Based Goods

B – Brand

C – Emergency Goods

D – Guarantee

E – Image

F – Impulse Goods

G – Market Analysis

H – Marketing Plan

I – Marketing Strategy

J – Mission

K- Positioning Statement

L- Price-Based Goods

M – Product Life Cycle

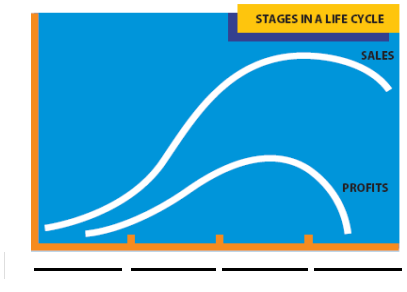
N – Specialty Goods

O – Staple Goods

P – Unsought Goods

Q - Warranty

1. A general promise or assurance of quality.
2. Products in which a variety of differences exist, and the consumer considers a number of factors to determine the best value.
3. A clear written description of the marketing strategies of a business and the way the business will operate to accomplish each strategy.
4. The way marketing activities are planned and coordinated to achieve an organization’s goals.
5. Products that consumers do not want to buy.
6. Items purchased on the spur of the moment without advance planning.
7. Identifies the stages that a product goes through from the time it enters the market until it is no longer sold.
8. Products or services that are purchased as a result of an urgent need.
9. A unique name, symbol, or design that identifies a product, service or company.
10. A specific description of the unique qualities of the marketing mix that make it different from the competition and satisfying to the target market.

**Briefly describe each of the stages in terms of competition changes.**

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**Describe the 4 criteria for selecting a target market. (page 241)**

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**Describe each of the elements of the Product Mix.**

Basic Product \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Product Features \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Options\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Associated Services \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Brand/Image \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Guarantee/Warranty \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Packaging \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Uses \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Convenience Goods  (Location) |  |
| Shopping Goods  (Promotion) |  |
| Specialty Goods |  |
| Unsought Goods |  |